

Kerala Holiday Homes Investment Opportunity

PORTFOLIO INVESTMENT THESIS

The best investment on Earth is Earth.
-Louis Glickman

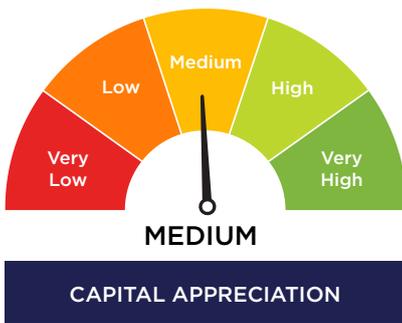
Kerala, known for its natural beauty and peaceful atmosphere, is attracting attention from real estate investors. The state's numerous port cities and links to the Middle East have long made it a major trade hub, and the recent growth of the IT sector has further boosted its appeal. Kerala offers a blend of modern and traditional elements, appealing to both domestic and NRI investors who are seeking managed second and holiday homes with all amenities.

The Holiday Home market in Kerala has experienced significant growth, with a 15% CAGR over the past decade. This growth has further been driven by changing travel trends in the post-COVID-19 era, such as the rise of staycations, workcations, and DIY vacations. People are increasingly seeking spacious accommodations with kitchenettes and a homey feel, making investment in holiday homes an attractive option. Modern amenities like keyless entry and virtual tours have also made it easier to manage and rent out vacation properties.

Pristine beaches, Lush Greenery and Serene Backwaters attract tourists from all over the world. This is supported by well-developed infrastructure with international airports as well as great rail & road connectivity.

Holiday Home market with multiple management companies/operators and developers specifically designing & building such developments have made these holiday homes as a credible alternative to hotels.

KERALA HOLIDAY HOMES INVESTMENT OPPORTUNITY



Potential Long Term Alt.SQFT Price	~Rs 16,000.00
Potential Long Term IRR	~11.00%
Potential Long Term Investment Multiplier	~2.57X

Investment Rationale

- The Investment Rationale is decided with an aim to create a portfolio of Holiday Homes with a potential for periodic rental income and sustained capital appreciation.
- Curated Properties developed by good developers with sought after amenities and in locations close to attractions like the beaches, backwaters & hills give better capital appreciation and rental income than others and hence such developments have been analysed to shortlist the targeted portfolio.
- Type of investment in this opportunity: Developed, ready to occupy Holiday Homes (Apartments & Villas) in prominent locations in Kerala that will be given for short term holiday rentals occupancy.

Investment Strategy: “The Sequential Asset Acquisition” Strategy

- Co-invest into a portfolio of developed Holiday Homes (apartments & villas). These Holiday Homes are located in major micro-markets in Kerala, which fit the Portfolio Purchase Parameters.
- The time frame and conditions for property acquisitions are pre-decided & disclosed in Annexure A (Portfolio Purchase Parameters). This shall give the investors an upfront opportunity to know about the type of properties that shall be acquired by the¹SPV under Kerala Holiday Homes Investment Opportunity.
- These properties will be acquired sequentially in the SPV (LLP) over a period of four years as per the process detailed out in the Investment documents, i.e LLP deed and Loan agreement. On consent by digital voting from partners and Alt.SQFT Holders, SPV will raise funds/utilize the funds raised to purchase the property. Hence the SPV will raise Capital (PO Stage) multiple times from its Partners in order to buy the identified properties sequentially and this shall be followed by a series of BD & TradeX processes as detailed in terms of use on the platform.
- Excess capital raised, if any, over and above what is consumed by the SPV towards the purchase of property & related expenses will be retained by the SPV as Adjustment Reserve. The Adjustment Reserve shall be used to buy additional properties or shall be returned proportionately to all the SPV’s investors or retained as Contingency Reserve or a combination of these initiatives.

Benefits

- **Reduce risk** - Investing in a diversified portfolio of properties
- **Convenience** - Easy to buy & sell, 1 SQFT at a time
- **Hassle free** - Professional property management services by Master Property Manager (MPM)
- **Long-term Investment Profit**
 - Long-term capital appreciation
 - Alt DRX’s unique community benefits plan

¹ SPV- Special Purpose Vehicle is an entity into which you invest, which in turn purchases the properties

STAGES

Opportunities for investors are in 2 stages, detailed below.

DESCRIPTION	STAGE 1	STAGE 2	
	Private Opportunity (PO)	Bulk Discount (BD)	TradeX
Minimum Investment Size	-Rs 10 Lakh	-Rs 3 Lakh	Less than Rs 20,000 (1 Alt.SQFT)
Investment Details	<ul style="list-style-type: none"> ■ 20% of investment towards Partner's Capital in the SPV ■ 80% of investment into Alt.SQFT issued by the SPV 	Alt.SQFT are recorded as loans in the SPV. They are Tradeable Digital Assets on the Alt DRX platform	
Income Distribution Profile <ul style="list-style-type: none"> ■ For Partnership rights 	<ul style="list-style-type: none"> ■ Periodic Distribution of Profit Share ■ Repayment of Partner's Capital 	NA	
<ul style="list-style-type: none"> ■ For Alt.SQFT 	<ul style="list-style-type: none"> ■ Periodic Distributions of Interest ■ Repayment of Alt.SQFT's Face Value + applicable Terminal NDCF ² 		

² NDCF- Net Distributable Cash Flow

KERALA HOLIDAY HOMES INVESTMENT OPPORTUNITY

Invest in Kerala Holiday Homes 1 Alt.SQFT at a time.

Investment Size and Price Band

- Minimum Investment Size: 1 Alt.SQFT
- Investment Amount: Rs 9,500 - 9,800/ Alt.SQFT

Investment Highlights

- ~ 2.57x Potential Long Term Capital Gain*
- ~ 11 % Potential IRR*
- ~ Rs 16,000/- Potential Long Term/Alt.SQFT Price (8-10 years)*

Potential Long term Investment Return for Investors Participating in the TradeX Stage

DESCRIPTION	YEAR 0	YEAR 8	YEAR 9	YEAR 10
Alt.SQFT Price Band in TradeX Stage	Rs 9,500 - 9,800			
No. of Alt.SQFT Purchased	10			
Entry Value of the Investment*	Rs 98,000			
No. of Alt.SQFT Sold		3	3	4
Potential Exit Value, assuming investor sells 1/3rd of their holdings in the 8th, 9th & 10th year respectively		Rs 46,120	Rs 49,660	Rs 71,175

*The potential returns of the investment cannot be guaranteed.

*The above Illustration depicts specific Investment scenario where investor sells 1/3rd of Alt.SQFT in the 8th, 9th & 10th year respectively. Returns may vary with different exit scenarios.

Master Property Manager- MPM

The Buying SPV shall pay the Master Property Manager (MPM) fees, as mentioned in the investment documents. The Upfront fees payable by the SPV to the MPM for the first ten years of management, shall largely be utilized by the MPM to invest in the SPV's Alt.SQFT

Alt Platform Fees

For every Alt.SQFT bought & sold on the platform, a transaction fee (plus applicable taxes) will be charged to the user and the same will be displayed on the platform "Alt DRX".

Buying & Selling of Alt.SQFT

Buying & Selling of Alt.SQFT: The Users are free to sell the Alt.SQFT bought by them in PO (Stage1) to other users in TradeX or BD (Stage 2), once it opens on the Platform, at a price & timing of their choice.

The platform shall periodically intimate the Users of the potential & indicative Daily Market Price (DMP) of their Alt.SQFT. The Users are however free to buy and sell their Alt.SQFT at a price different from DMP announced on the platform, subject to prudential restrictions. The speed of order execution and price realized by the Seller of Alt.SQFT is subject to a willing counterparty being available on the platform and is not guaranteed by the platform. The platform is merely a digital marketplace for prospective buyers and sellers of Alt.SQFT to find each other.

Community Benefit Program

Upon the Alt DRX Community reaching a critical mass of users, social commerce & community Benefit Program will commence.

SPV's INDICATIVE CAPITAL STRUCTURE FOR THE FIRST 1000 Alt.SQFT*

Partner's Capital (Contribution from Investors)	Rs 21,11,111.11	Against 90% of SPV Rights
Loan from Partners' (Contribution from Investors)	Rs 84,44,444.44	Against issuance of 900 Alt.SQFT
Economic Value Prior to MPM's Investment	Rs 1,05,55,555	
Alt.SQFT reserved for Master Property Manager's (MPM) Investment	Rs 8,44,444	Against issuance of 100 Alt.SQFT
Economic Value Post MPM's Investment	Rs 1,13,99,999.56	

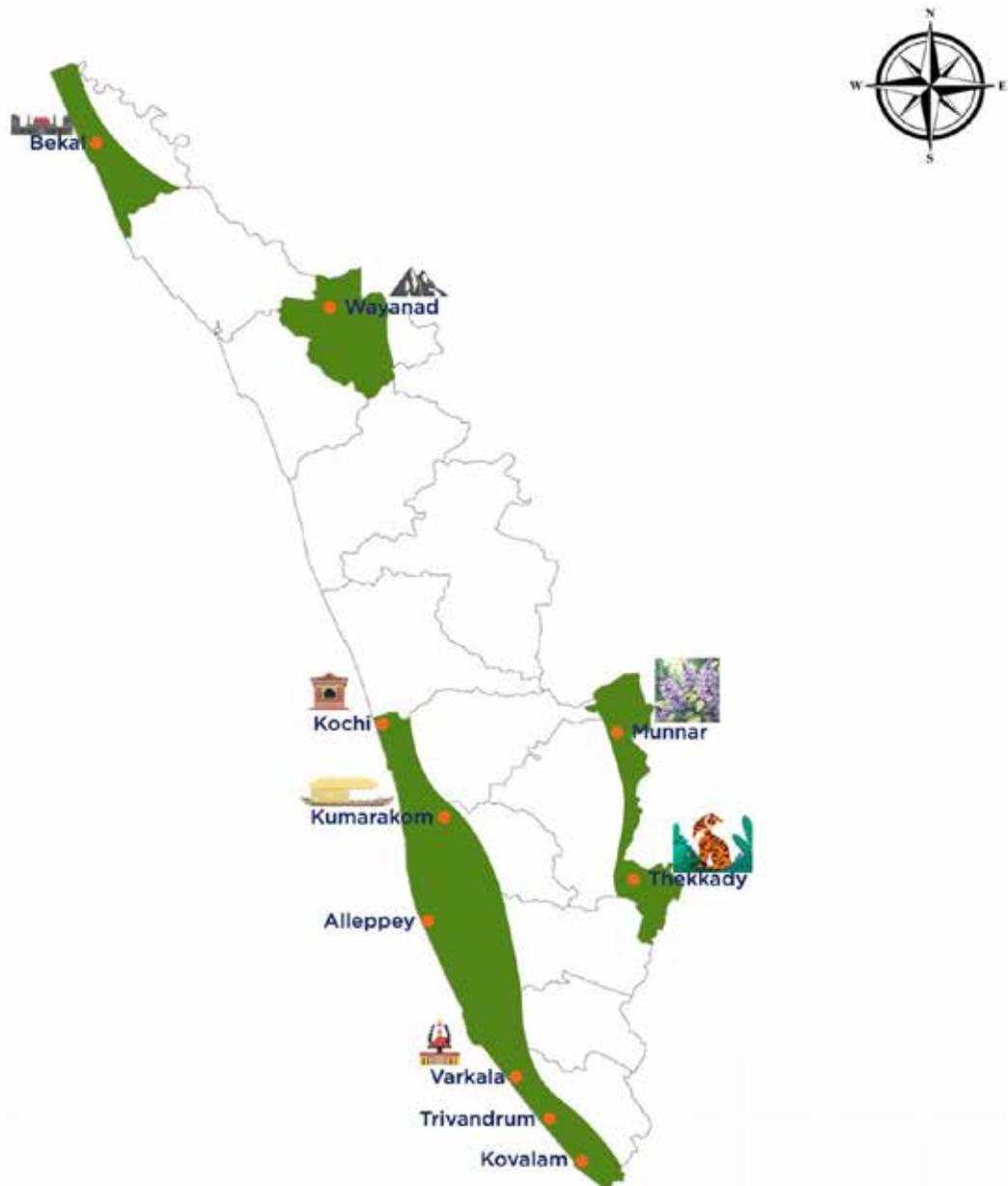
*SPV's Capital Structure shall change depending on the eventual quantum of capital raised by it from its partners in the form of Partners' Capital and Loan from Partners'

ANNEXURE A

Portfolio Purchase Parameters that are Pre-notified and consented to by all the Partners & Alt.SQFT Holders

PARAMETER	RESTRICTIONS
Buying Special Purpose Vehicle (SPV)	AREIP SERIES A0012 LLP All properties to be purchased as per the parameters mentioned here in shall be done so in the above mentioned SPV. This SPV shall also propagate Social Commerce between the Partners, Vendors, Lenders and Affiliates of the buying SPV
Property Type	<ol style="list-style-type: none"> Ready to occupy properties only. Residential apartments (Studio, 1BHK or 2BHK) or Row House/ Villas
Targeted locations in which properties shall be acquired	<ol style="list-style-type: none"> Located in the state of Kerala Proximity to an established tourist/holiday location in Kerala which is a Hill station or has a beach or backwaters. Properties shall be located within 20Kms of tourist destinations like Munnar, Thekkady, Wayanad, Kumarakom, Allepey, Varkala, Kovalam, Bekal, Kochi & Trivandrum.
Maximum Properties per Project	Not more than 15 (fifteen) independent properties per project. A project is defined as a gated community with multiple towers/ independent units within it.
Maximum Capital in SPV	This Cap of INR 50 Crs may be reduced by the LLP based on relevant regulatory/ statutory guidance.
Maximum tenor for SPV to sequentially purchase assets	<p>Not more than 4 years from the date of first purchase of properties (Date of sale deed executed between LLP and Seller). Hence towards this, the LLP shall sequentially raise capital (Partner's Capital & Loan from Partner's) from existing and new partners, in order to fund such property purchase.</p> <p>Post 4 years subject to all other conditions/ limitations mentioned in this portfolio purchase, the partners may choose to buy additional properties only under either of the two conditions.</p> <ol style="list-style-type: none"> If the new property to be acquired is located within the same residential project in which the LLP already owns a property (OR) If the new property is bought in by its current owner as their Capital Contribution into the LLP. Meaning the seller of the property contributes Capital (Purchase Capital & Loan from the partner) as required by the LLP, so as to facilitate the LLP to purchase their property
Maximum Purchase Value of a Single Property	Purchase Consideration is limited for an apartment to be not more than Rs 2,00,00,000 (Indian Rupees Two Crore.) and for a Villa/Row house to be not more than 5,00,00,000 (Indian Rupees Five Crore.) (excluding taxes, SD & registration, adjustment reserve, contingency reserves for repairs & maintenance, advance maintenance charges and corpus charges payable to RE developer and such other miscellaneous charges payable). This limit shall be revised every month at an annualized rate of 10% to factor in for inflation, during the 4 (four) year tenor where this SPV shall purchase properties sequentially

Property Usage	Holiday Homes (Long stay or short stay rentals) or family rentals or co-living or retirement homes.
Property Valuation by accredited IBBI Valuer	The purchase price of every property to be bought by the LLP shall be not more than 5% (Five Percent) of its valuation by an accredited IBBI valuer.
SPV Partners' Contribution	The SPV's Partners not exceeding 200 in number, vide their contribution to the Partners' capital, shall at all times hold not less than 15% of the total capital raised by the SPV as Partners'. Total Capital Raised by the SPV in this context shall mean the total value of Partners Capital and Loans recorded in the books of accounts of the SPV. SPV's Partners shall not be permitted to transfer their Partnership rights, until 3 months after the completion of Maximum tenor for SPV to sequentially purchase assets from the date of their investment other than designated partner as mentioned above.
Maximum Capital Raise per sq.ft Saleable Area (MCR/Sq.ft)	<p>The MCR/SQFT shall be INR 9500/Sq.ft (Indian Rupees Nine Thousand Five Hundred (per one square foot) of saleable area in order to enable the LLP to purchase the intended Property and to meet related property expenses such as taxes, stamp duty and registration, furniture, furnishings, adjustment reserve, contingency reserves for repairs and maintenance, property tax, advance maintenance charges and corpus charges payable to real estate developer and such other miscellaneous charges. This limit shall be revised every month at an annualized rate of 10% (ten percent) to factor in for inflation, during the 4 (four) years tenor where this LLP shall purchase properties or sequentially thereafter.</p> <p>Since the LLP shall purchase properties sequentially, the price and area of one may vary from that of the other. To eliminate nuance arising from this, the capital to be raised for every property purchase shall be standardized to a specific amount of amount per square foot of saleable area of the said property that is intended to be purchased (MCR/SQFT).</p> <p>In the absence of saleable area of the Property being mentioned in the title documents (such as and including sale deed, agreement to sell, architect statement, property cost sheet), the Saleable area will be considered as 175% of Carpet Area.</p>
Voting Rights	Any property purchase, even in accordance with the Portfolio Purchase parameters, shall be executed only if 76% of the partners and Alt.SQFT holders do no vote against the purchase, through the voting methodology listed in the revised matters section of the LLP Deed & Loan agreement.
Deviations from these Portfolio Purchase Parameters	Any deviations while purchasing a property shall be executed only with the prior consent through the voting methodology listed in the reserved matters section of the LLP Deed & Loan agreement.

ANNEXURE B**TARGETED LOCATIONS IN WHICH PROPERTIES SHALL BE ACQUIRED**

 Proximity to a established tourist/holiday location in Kerala which is a Hill station or has a beach or backwaters.

*Map is NOT as per scale. It is included here merely for the purpose of giving the readers an indicative/ approximate visual imagination for the locations within Kerala, where properties shall be identified for purchase

PORTFOLIO DETAILS

Sr. No	Property Details	Weightage	Base Property Value*	Base SPV Acquisition Price	Real Estate Entry Benefit	Expected Revenue Income Per Quater
1	AVEDA MOUNTAINS & MIST RESORT	100%	Rs 1,67,00,000	Rs 1,50,00,000	11% discount from current market price	~Rs 3,00,000

Investment Risks & Possible Mitigants

Risks		Multiple Mitigants
Investment Returns are NOT Guaranteed	No investment made by You on the Alt DRX Platform ensures You a return in any form or ensures to fully preserve the amount invested by You. With any Property related investment, there is a risk that You may not earn any return as it depends on the performance of the Properties held by the SPV LLP. The projections and the forward-looking statements made by the Company on a particular Property, only indicates projected and expected returns on any Properties which may vary depending on the performance of the Properties.	Investment Opportunities listed on Alt DRX attempt to prioritise "Safety" over "Returns" in the following manner Most SPVs purchase only Ready to Occupy properties
Market Risk	Any adverse movement in market sentiments or economic parameters may affect the value of Your investments or reduce the income generated by it	Investment Opportunities listed on Alt DRX attempt to prioritise "Safety" over "Returns" in the following manner
Price Risk	Any upward or downward movement in the value of the Property/ Properties held by the SPV or any upward or downward movement in the Alt.SQFT value and/ or Partnership Rights held by You shall affect Your investment. The price of Alt.SQFT & Partnership Rights may or may not always be directly co-related to the fair market value or net asset value or Property value and this too may affect Your investment	SPVs purchase properties post a title due diligence from a reputed law firm and after it is independently valued by an accredited agency
Performance Risk	The Property/ Properties held by the SPV LLP in which You have invested may perform below its optimum performance or perceived potential, earning lesser rents or profits every year, thereby affecting Your investment	Most SPVs strive to diversify their investments into multiple properties so as to spread the risk over a wider portfolio of assets
Illiquidity Risk	The SPV may not be able to sell the Property/ Properties held by it, thereby affecting its ability to make the repayment of the principal value of the Alt.SQFT on its maturity. Further there may not be enough buyers or sellers for specific Alt.SQFT, there by affecting Your ability to either sell Your Alt.SQFT or buy more of them	Investors in the SPV have a right to vote in various operational matters of the SPV, thereby having an ability play an active role in the quality of investments it makes
Ecosystem Risk	Real estate investments, in India is subject to change in laws, regulations & rules, including acquisition of property by the government for public utilities, changes in tax laws etc. Such actions may adversely affect the Property as well as the investment You made	You can invest / divest from an Alt.SQFT at a time, quantity and price can be of Your choice as per Your independent assessment (however subject to liquidity risk)
Legal Risk	Real estate in India suffers from lack of title insurance, opening the Investment Opportunity that You have participated in to legal disputes after its purchase by the SPV LLP. The Investment Opportunity in which You have participated in, may also be adversely affected by legal disputes with its occupiers, service providers, statutory bodies etc., affecting Your investment	Each SPV's day to day affairs are managed by its Designated Partners/ Master Property Manager who have prior knowledge & experience of Real Estate in India
Acts of God	Destruction of Property or disruption in its utility due to acts of God may affect the investment made by You	

Disclaimer

Participation in this opportunity is subject to the Platform [[Terms of use](#)] and [[Privacy Policy](#)]. Nothing contained herein shall be construed to mean an offer or an invitation to make an offer to SPV for investing in the project. An offer shall only be considered to be made to such persons to whom a private placement memorandum has been provided on a private interaction basis. This document is merely informative and not meant as an offer to, or invitation to any person to make an offer to, make an investment in the project or the property or as a solicitation for investments. The Buying SPV and Alt DRX Private Limited expressly disclaims any obligation to release publicly any updates or revisions to any statement contained in this Information Memorandum.

The investment outcome forecasts are for information purposes only and are only indicative in nature. The numbers are determined based on certain assumptions, hypothetical calculations, financial estimates and estimated returns which may fluctuate from time to time depending on business strategies adopted by the SPV, changes to the Indian economy, market volatility, force majeure events, and any other factors that may be beyond the control of the SPV. The above statements should not be construed as a statement of assurance of secure investments or guaranteed returns. The investments may vary subject to market volatility and all investments remain subject to market risk. The participant must carefully evaluate the investment opportunity, including the complete set of risk factors before investing in the same.